

HED: Coop's Pillow Upgrade Program

SUB HED: How to (responsibly) ditch your past-its-prime pillow and take 20% off a new one!

BODY COPY:

Whether too flat, too stained, or too whatever — your pre-loved pillow isn't a problem anymore. In just a few steps, you can trade up to one of our adjustable options for a steal and get rid of your old one in the most sustainable way. **And with hotter months ahead, this is your chance to upgrade to one of our ultra-cooling options!**

How It Works:

[show an icon for each step here]

- 1: Grab your old pillow
- 2: Snap a quick photo
- 3: Upload your photo
- 4: Take 20% off your new Coop pillow!

CTA: START NOW

SECONDARY HED: What's next?

BODY COPY: From upcycling to donating, there are a few possibilities when it comes to getting rid of your old pillow — none of which involve going in the trash.

Donating

If your pillow is still in decent shape, consider donating it to someone in need. Some places to look into include: Homeless shelters, animal shelters, daycare facilities, charities, thrift stores.

Recycling/Upcycling

If your pillows are too well-worn to donate, you may be able to give them a new life through upcycling or recycling. Facilities like American Textile Recycling Service suggest reusing the old pillow stuffing and material to make things such as carpet padding, insulation, and rags.



